

# Businesses Unprepared to Support New Mobile Ways of Working

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Citrix Survey reveals a lack of policies for managing the changing nature of work as personal devices are increasingly used to access company information

SYDNEY,  
Australia. November 22, 2011 Citrix today announced findings from a recent global survey that examined how consumer-focused communications devices are being increasingly adopted in the workplace.

The data reveals that small-and medium-sized businesses (SMBs) are coming under growing pressure to enable their employees to use their personal smartphones, tablets and other devices for business use. Some 25 per cent of companies are already supporting the use of such devices in the workplace, and many are benefitting from a significant increase of 30 per cent in productivity, as their employees are able to work anywhere, anytime from any device. However, 62 per cent of businesses surveyed have no controls in place to manage these devices, and 45 per cent of IT managers are unaware of all the devices being used, raising questions regarding security and privacy.

The nature of work continues to change, said Brett Caine, SVP and GM, Citrix. The survey shows that employees are using new consumer devices in the workplace for both business and personal use. Organisations need to respond to this trend by developing policies to address new mobile work styles that can drive productivity through more flexible working, while safeguarding the use of data and sensitive information.

The Citrix survey was undertaken to understand the global use and management of personal communications devices in the workplace to support the growing demands for workforce flexibility. Conducted by YouGov and Research Now between May 2011 and August 2011, the survey polled more than 1100 senior executives and IT managers across Australia, France, Germany, United Kingdom, and the United States.

Results  
Summary

Over the past few years, businesses globally have come under significant commercial, regulatory and environmental pressure to enable greater workforce mobility. With this demand, 57 per cent of IT managers are most concerned over the security implications of employees using personal devices for business. However, as indicated by the survey, more than half of business executives and IT managers are unaware of all personal devices used for business purposes, and lack an employee personal device policy.

Although many businesses lack a policy for managing employees personal devices for work, 38 per cent of businesses globally do have a process or tool to manage and account for consumer devices. These organisations are encouraging flexible work and a personal device policy supported by the adoption of online support and monitoring tools that include the highest levels of security.

Businesses that are quick to adapt to these changes are experiencing significant improvements in productivity when personal devices are also used for business purposes. Productivity has increased up to 20 per cent for many organisations with a further 17 per cent confirming even greater gains.

In response to the use of personal devices for work, a number of technology solutions are enabling businesses to take advantage of the benefits of workforce mobility, at the same time ensuring network security. For example, Citrix has extended its range of GoTo solutions to enable remote device monitoring and management, remote access, easy collaboration, secure file storage, transfer and sharing, and remote IT support via a range of consumer devices including the iPad, iPhone, as well as Android devices. Additionally, the full Citrix product portfolio, including XenDesktop, Receiver and VDI-in-a-Box, gives IT the power to say yes to personal devices and to deliver a mix of applications and data to them, without compromising security, manageability or user experience.

It is no longer building for PC versus Mac, said Caine. It is designing for the ubiquitous device changing the nature of work to anywhere, anytime.

Increasing Pressures for Flexible Work Practices Calls for New Thinking about IT

In addition to the proliferation of personal devices used for work, businesses are also feeling pressure to adopt more flexible work practices that promote better work-life balance for employees. According to this Citrix survey, 35 per cent of the participants say they are under greater pressure than five years ago to offer more flexibility for employees.

As more companies adopt the practice of allowing the use of personal devices and embrace more flexible working schedules, an opportunity arises for IT to change the way they work. This includes adopting new services to proactively monitor, manage and support the increasing mobile

workforce, ensuring business continuity and minimal lost productivity of people working away from the office. IT managers also need to be able to work more efficiently, supporting people and machines from anywhere.

The growth of mobile devices, bridging both personal and work use, represents new opportunities for IT support. The edge of the company network is extended while software ubiquity and complexity rapidly increases. said Elizabeth Cholawsky, VP and GM of IT Services, Citrix. Enabling support, monitoring and managing remote and mobile workers is now a de facto requirement for IT to ensure highly productive and effective businesses.

#### Survey Top Findings: Global

The dividing line between business and personal devices for work use has become increasingly blurred; less than half of IT managers, 45 per cent, are unaware of all the personal devices being used by their staff for business purposes.

#### Businesses

are seeing productivity gains of up to 36 per cent from employees using both personal and business devices.

#### Bring Your

Own (BYO) is becoming an accepted business practice for both SMB and enterprise with 25 per cent supporting use of personal devices for business purposes.

#### Some 35 per

cent of participants say they are under greater pressure to adopt workforce flexibility practices, including flexibility in the devices used and places employees work.

#### Security

still ranks #1 as an adoption barrier of allowing remote work for 57 per cent of participants.

#### Surprisingly,

62 per cent of participants have no process or tool to manage and account for the way consumer devices are being used with company data and services. The remaining 38 per cent have processes and policies in place to manage and support personal devices, mitigating the risk of compromising their business.

Regional  
breakdown

Australia

More than

63 per cent of participants have no policies, procedures or IT systems in place to manage the use of personal devices for business purposes.

Less than

half of ANZ firms (47 per cent) are aware of all the devices their staff is using for business purposes. This is well ahead of the European average of just 43 per cent.

50 per

cent of businesses have recorded productivity improvements of more than 10 per cent. Nineteen per cent of businesses confirm productivity gains of more than 30 per cent.

32 per

cent of firms are most concerned over the security implications of allowing application and document downloads, and 24 per cent are concerned over remote access to the corporate network.

Germany

59 per

cent of participants are not aware of all the personal devices being used by staff on behalf of the business.

In 56 per

cent of German firms, employees already use their own devices for business purposes.

SMEs are

most concerned over the security implications of allowing remote access to the corporate network (34 per cent) and application and document downloads (29 per cent).

However,

by integrating business and personal use effectively, more than two in five businesses have recorded productivity improvements of up to 20 per cent with a

further 17 per cent confirming even greater gains.

France

74 per cent of all firms have no policies, procedures or IT systems in place to manage the use of personal devices for business purposes.

At the same time, only 32 per cent are aware of all the devices their staff are using for business purposes significantly below the European average of 43 per cent.

In 61 per cent of French firms, employees already use their own devices for business purposes.

More than 2 in 5 businesses (42 per cent) have recorded productivity improvements of up to 20 per cent, with a further 20 per cent confirming even greater gains.

United Kingdom

57 per cent have no policies, procedures or IT systems in place to manage the use of personal devices for business purposes.

Only half of UK firms (54 per cent) are aware of all the devices their staff are using for business purposes - yet even this is well ahead of the European average of 43 per cent.

In 45 per cent of firms surveyed, employees already use their own devices for business purposes.

33 per cent of businesses have recorded productivity improvements of more than 10 per cent, with 11 per cent confirming gains of more than 30 per cent.

32 per

cent of firms are most concerned over the security implications of allowing application and document downloads and 29 per cent are concerned over remote access to the corporate network.

U.S.

More than

67 per cent have no policies, procedures or IT systems in place to manage the use of personal devices for business purposes.

Less than

half of U.S. firms (46 per cent) are aware of all the devices their staff are using for business purposes - yet even this is well ahead of the European average of just 43 per cent.

53 per

cent of businesses have recorded productivity improvements of more than 10 per cent, with 16 per cent confirming gains of more than 30 per cent.

32 per

cent of firms are most concerned over the security implications of allowing application and document downloads, and 23 per cent are concerned over remote access to the corporate network.